

1. (Cancelled)

2. (Cancelled)

3. (Cancelled)

4. (Previously presented) An advertisement insert for a bound printed publication, said advertising insert comprising:

a page insert that is bound as a page into the printed publication, said page insert including a perforated detachment line that divides said page insert into a binding attachment portion and a detachable portion, said perforated detachment line enabling said detachable portion to be selectively separated from said binding attachment portion, wherein said binding attachment portion remains bound to said bound printed publication;

said detachable portion having fold lines that enable said detachable portion to be folded into a free-standing three dimensional display having a flat face panel; and

a lenticular printing disposed on at least one section of said flat face panel, wherein said lenticular printing presents an image that varies upon a viewer's angle of observation.

5. (Currently Amended) The advertisement insert according to Fig. 5 Claim 4, wherein said free-standing three dimensional display has curved base edges that enable said free-standing three dimensional display to rock, therein causing a stationary viewer to view said lenticular printing

with a changing angle of observation.

6. (Previously Presented) The advertisement insert according to Claim 4, wherein said free-standing three dimensional display supports said lenticular printing at an inclined angle.

7. (Previously Presented) The advertisement insert according to Claim 4, wherein said lenticular printing is printed directly only said flat face panel.

8. (Previously Presented) The advertisement insert according to Claim 4, wherein said lenticular printing is adhesively affixed to said flat face panel.

9. (Currently Amended) ~~The advertisement insert according to Claim 4, wherein said flat face panel of said free standing three-dimensional display, comprising a front panel having has a first side edge and an opposite second side edge, and wherein said free standing three-dimensional display further includes;~~

a first side panel extending from said first side edge of said ~~front flat face~~ panel, said first side panel having a first curved bottom edge;

a second side panel extending from said second side edge of said ~~front flat face~~ panel, said second side panel having a second curved bottom edge;

wherein said first side panel and said second side support said ~~front flat face~~ panel at an inclined angle that varies as said first side panel and said second side panel rock upon said first curved bottom edge and said second curved bottom edge, respectively; and

~~a wherein said lenticular image supported by said front panel, wherein said lenticular image~~ presents an image to a stationary viewer that changes as said front panel rocks.

10. (Currently Amended) The display according to Claim 9, wherein said ~~front flat face~~ panel, said first side panel and said second side panel are formed from a single folded panel.

11. (Currently Amended) The display according to Claim 9, wherein said lenticular image is printed upon said ~~front flat face~~ panel.

12. (Currently Amended) The display according to Claim 9, wherein said lenticular image is adhesively bonded to said ~~front flat face~~ panel.